

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 PA-02 PRS-01 USIA-15

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TO SECSTATE WASHDC 1767

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E.O. 11652: N/A

TAGS: BPUB, IT

SUBJECT: COMMERCIAL NEWSLETTER - FY 76 INDUSTRY FEATURES

FOR WASHINGTON ACTION GROUP - ITALY

1. WE HAVE PROGRAMMED THE FOLLOWING THEMES FOR FY 76 ISSUES OF "SCAMBI COMMERCIALI". TIMING AND THEMES WILL MESH WITH THE MILAN TRADE CENTER EXHIBITION SCHEDULE AND TARGET INDUSTRY EMPHASIS WHERE POSSIBLE, AS WELL AS MAKE FULL USE OF THE MEDIA AND PRESS PACKAGES AGREED TO IN THE FY 76 COUNTRY COMMERCIAL PROGRAM.

2. MONTH	THEME	PRESS DEADLINE
SEPT.	PROCESS CONTROLS	AUGUST 15
OCT.	POLLUTION CONTROL	SEPTEMBER 15
NOV - DEC	PRINTING & GRAPHIC ARTS	OCTOBER 15
JAN.	MACHINE TOOLS	DECEMBER 1
FEB.	ENERGY SYSTEMS	JANUARY 15
MAR.	CONSUMER GOODS	FEBRUARY 1
APR.	ELECTRONIC COMPONENTS	MARCH 15
MAY	COMPUTERS-DATA MANAGEMENT	APRIL 15
JUNE	BICENTENNIAL	MAY 15

3. FOR PLANNING PURPOSES HERE WE ASSUME THAT WE WILL HAVE IN HAND THE PRESS PACKAGES BY THE END OF THE FIRST QUARTER TO PERMIT US TO MAKE BEST USE OF THEM DURING THE YEAR. IN PUTTING THESE TOGETHER WAG SHOULD MAKE PARTICULAR EFFORT TO GET THE PROCESS CONTROL AND POLLUTION CONTROL PACKAGES TO COMSEC BY AT LEAST A

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WEEK BEFORE THE PRESS DEADLINE. FOR NEWSLETTER THEMES FOR WHICH

NO PRESS PACKAGES HAVE BEEN REQUESTED COMSEC WILL PLAN ON
GATHERING THIS MATERIAL APART FROM WAG. NEVERTHELESS WE MAY
CALL ON INDIVIDUAL WAG MEMBERS FOR HELP AS DEADLINES APPROACH.
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